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In this Issue

- [Trade Consultants](#)
- [Wisconsin companies find success at National Restaurant Association Show](#)
- [Need an Export Plan? Sign up now!](#)
- [Upcoming Events](#)

Trade Consultants

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Market Support

[Wisconsin companies find success at National Restaurant Association Show](#)

Six Wisconsin businesses had the unique opportunity to exhibit within the Wisconsin Pavilion at the NRA show (May 21-24, 2016). The show is the largest annual gathering of restaurant, foodservice, and lodging professionals in the world. This activity generated numerous leads and connections with potential distributors (domestic and international) for the companies.

DATCP will participate in NRA in 2017 and has grant funds to help offset exhibit costs. Interested companies should contact Ashwini Rao at 608-224-5119 or via email at ashwini.rao@wi.gov.

[Need an Export Plan? Sign up now!](#)

ExportTech™ is an export strategy development program designed to speed a company's 'go to market' timeline. Participating companies will:

- Receive access to food and agricultural experts, individualized coaching and consulting, and customized support for the development of an international growth plan.
- Learn about CEO/top management success factors and methods to achieve early export success at a reduced risk.
- Have access to additional grant funds from the Wisconsin Economic Development Corporation. Some companies may also be eligible for Food Export's Market Builder Program which can assist with execution of the

DATES:

July 20, August 23 and September 27, 2016 (Cashton)
July 21, August 25 and September 22, 2016 (Waukesha)

COST: \$5000. Note that additional grants are available depending on your region.

CONTACT: Jen Pino-Gallagher, (608) 224-5125
/ jen.pinogallagher@wi.gov for more information.

Upcoming Events

[On the Ground Abroad: Best Practices for Hiring and Working Globally](#)

When: June 14th 11:30am - 2:00pm (with lunch provided)

Where: Fluno Center 601 University Ave., Madison

Cost of Admission: Early Bird rate - \$35 Members / \$50 for Non-Members

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As exporters expand overseas, hiring and staffing for sales, marketing or operations in countries with varying HR standards and regulations can be a true challenge! Gain critical insights and information from experts from the company side and the employee (expat) side at the upcoming MITA event.

[Midwest Buyers Mission](#)

When: August 3, 2016
Where: Madison
Cost: \$250 if you register by June 3.

Position yourself and your products in front of pre-qualified, experienced international buyers who continue to seek the latest food trends and products from the United States. Register early as meeting slots are scheduled on a first come, first served basis. It's the perfect low-cost opportunity to meet buyers from established and emerging markets in one place!

Contact: Lisa Stout, 608/224-5126, lisa.stout@wi.gov for more information.

[Private Label, Food Service and Retail Products Trade Mission](#)

When: September 26-30, 2016
Where: Monterrey and Mexico City, Mexico
Cost: Early bird registration: \$400
Registration deadline: May 23, 2016

Mexico represents one of the best opportunities for U.S. exporters of food products. By 2018, retail sales in the packaged food market in Mexico is expected to reach US\$74.9 billion, a growth rate of 12%, or US\$7.9 billion. Research reports indicate 37 supermarket chains, with 4,592 stores throughout the country. Retail sales keep a steady growth pace of around 5%-7% per yr. Early registration deadline: May 23, 2016. For more information, contact Ashwini Rao/ 608-224-5119/ ashwini.rao@wi.gov.



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